

CLUB SUCCESS STORY

RALLYING FOR A GREENER FUTURE: Sustainability journey

East Glos Club





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East Glos Club is a community amateur sports club (CASC) in Cheltenham offering 17 all-weather and 10 grass tennis courts as well as squash, padel and racketball. The club were Regional Winners for Club of the Year at the 2022 LTA Awards, where they also finished in the top three overall. East Glos Club started their sustainability journey over three years ago and continue to develop in this area, steered by a dedicated working group.





GREEN SHOOTS OF SUSTAINABILITY

In 2021, Peter Mitchener, Community Relations Director and Sustainability Champion called on passionate members to help realise the club's ambition. Joined by the Groundsman, Operation Manager and Club Manager Darren Morris, the working group for sustainability was formed.

The club made simple but effective changes, like recycling glass and food, switching off unnecessary lights, and installing water-conserving tap sensors, and PIR (passive infrared) sensors in conjunction with LED lighting in clubhouse, corridors, rooms and squash courts.

However, the game-changer was a professional energy efficiency audit of the venue. Action points were categorised from zero cost tasks through to large-scale, higher cost projects. This audit set the club back £1k but shapes their on-going sustainability plans.



When forming the working group, we sought member volunteers with sustainability interests and connections. We managed to recruit a lot of experienced people, including a heating engineer who has advised on parts of the plan."

Darren Morris,
Club Manager



BUILDING A GREEN NETWORK

Developing positive relationships with their borough council, East Glos Club were able to secure local funding aimed at reducing businesses' carbon emissions. They have tapped in to £8k to help convert three of their floodlit courts to LED lighting. They plan to convert a further four this year with the help of another £6k fund. Overall costs of floodlighting have halved on each court, creating a significant saving for the club. The longer-term plan is to convert all 17 courts. Developing relationships with local businesses has also been successful; an estate agent sponsored their flower planter project to support insect life and improve the club's aesthetic.



MEMBER ENGAGEMENT

Many aspects of the club's plan rely on simple behavioural changes, like switching off lights, car sharing or travelling by public transport or bike. Educating and engaging the membership is critical for these changes to happen. Initiatives like National Bike Week are promoted within the club and boosted by perks, such as free drinks or a prize draw sponsored by a local physiotherapist.

EAST GLOS EVENTS



10th June – 16th June

Bike Week

Help us with our sustainability efforts during National Bike Week by cycling.

- Anyone who cycles to the club during National Bike Week will be entitled to a free hot drink or post mix and will be entered into our daily raffle.
- Come to reception with your helmet or with a selfie of you and your bike locked up on our designated bike racks to collect your voucher.

Hot drink or post mix can only be redeemed with a voucher collected from reception. Daily raffle will only take place during National Bike Week. Raffle prize of a 60 minute sports massage kindly provided by The Medical.





CURRENT PROJECTS AND NEXT STEPS

Net Zero: East Glos Club have aligned to their local authority's ambition to be Net Zero by 2030. As part of this partnership, the club uses a free app to monitor carbon emissions, helping them set benchmarks and targets.

Solar power: The club is working with a consultancy (through their membership network) to scope the cost/ benefit of solar panels.

Reducing waste: There are more recycling bins and fewer general waste bins on site, and the club recycle equipment such as tennis balls and rackets.

Horticultural changes: These include creating a wildflower meadow, joining national campaign 'No Mow May', using less pesticides, and investigating robotic mower options and environmentally friendly products such as seaweed fertilisers.

EV chargers will be installed for members as well as the public. There are also plans to research the long-term savings generated by **air source heat pumps**.



It's not just about the sport; sustainability, biodiversity and the environment are all important aspects for the club with lots of initiatives achieved so far and many more in the pipeline, as our sustainability journey continues."

Darren Morris, Club Manager



TOP TIPS!

1. Tap into your membership to create a diverse, passionate volunteer team, and make a plan of action
2. Start small and look for quick wins. Not every project has to be ambitious
3. Networking has been key. Build a local green network with like-minded business and local authorities

The LTA is committed to securing a lasting future for tennis in Britain, through positive climate action and leadership in sustainability. As part of this, a range of resources and support have been developed for tennis venues, which are available through our **Venue Support Toolkit**.


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